

***Kepada:***  
***Yth. Bapak/Ibu/Saudara***  
***di Tempat***

***Dengan Hormat,***

Dalam mendukung penelitian yang akan saya lakukan maka saya berharap kepada saudara untuk membantu dalam proses penelitian yang akan dilakukan yaitu dengan mengisi kuesioner. Adapun judul penelitian yang akan saya lakukan yaitu: **PENGARUH ATRIBUT PRODUK DAN REFERENSI KOMUNITAS MOTOR TERHADAP MINAT BELI ULANG DI COFFEE STARBUCK MALANG**. Jawaban saudara sangat menentukan keberhasilan penelitian yang akan dilakukan, dan saya akan memberikan jaminan atas kerahasiaan jawaban saudara. Demikian surat pengantar ini saya sampaikan, dan atas kerjasamanya saya mengucapkan banyak terima kasih.

**Hormat Saya**  
**Peneliti**

**(Ahmad Ainun Najib)**



## II. Identitas Responden :

- Jenis Kelamin : ☐ Laki-laki  
☐ Perempuan
- Pekerjaan : ☐ Pelajar / Mahasiswa ☐ Wiraswasta  
☐ Pegawai Negeri ☐ Petani  
☐ ABRI / POLRI ☐ Lain-lain, sebutkan.....  
☐ Karyawan Swasta
- Pendapatan per bulan : ☐ < Rp 1.000.000,-  
☐ Rp 1.000.000,- – Rp 1.999.999,-  
☐ Rp 2.000.000,- – Rp 2.999.999,-  
☐ Rp 3.000.000,- – Rp 3.999.999,-  
☐ > Rp 4.000.000,-
- Usia saudara sekarang : .....th
- Pendidikan terakhir : ☐ Tamatan Sekolah Dasar  
☐ Tamatan Sekolah Lanjutan Tingkat Pertama  
☐ Tamatan Sekolah Menengah Atas / STM / Kejuruan  
☐ Diploma (D1, D2, dan D3)  
☐ Sarjana (S1)  
☐ S2 dan S3

## C. Daftar Pertanyaan

**Petunjuk :** Pilihlah salah satu jawaban sesuai dengan pendapat/ anggapan saudara dengan memberi tanda “√ ” pada jawaban yang disediakan

### KETERANGAN :

- SS : SANGAT SETUJU  
S : SETUJU  
N : NETRAL  
TS : TIDAK SETUJU

**STS : SANGAT TIDAK SETUJU**

| <b>Variabel Atribut produk (X<sub>1</sub>)</b> |  |           |          |          |           |            |
|--|--|-----------|----------|----------|-----------|------------|
| <b>NO</b>                                      | <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
| 1.   | <i>Coffee Starbuck</i> Malang merupakan produk dengan merek terkenal                                   |           |          |          |           |            |
| 2.   | <i>Coffee Starbuck</i> Malang menawarkan produk/menu sesuai dengan harapan masyarakat.                 |           |          |          |           |            |
| 3.   | Produk/menu pada <i>Coffee Starbuck</i> Malang memiliki jaminan keamanan untuk dikonsumsi.             |           |          |          |           |            |
| 4.   | Produk/menu pada <i>Coffee Starbuck</i> Malang memiliki atau mencantumkan label halal untuk dikonsumsi |           |          |          |           |            |
| 5.   | <i>Coffee Starbuck</i> Malang memiliki citra yang baik dari masyarakat.                                |           |          |          |           |            |
| 6.   | <i>Coffee Starbuck</i> Malang memiliki layanan yang memuaskan.   |           |          |          |           |            |

| <b>II. Referensi Komunitas Motor (X<sub>2</sub>)</b> |  |           |          |          |           |            |
|--|--|-----------|----------|----------|-----------|------------|
| <b>NO</b>  | <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
| 1.   | Komunitas motor yang saudara ikuti mempengaruhi minat untuk melakukan pembelian di <i>Coffee Starbuck</i> Malang.                                    |           |          |          |           |            |
| 2.   | Informasi yang diberikan oleh komunitas motor yang saudara ikuti mempengaruhi minat untuk melakukan pembelian di <i>Coffee Starbuck</i> Malang.      |           |          |          |           |            |
| 3.   | Dukungan dari komunitas motor yang saudara ikuti mempengaruhi minat untuk melakukan pembelian di <i>Coffee Starbuck</i> Malang.                      |           |          |          |           |            |
| 4.   | Kekuatan informasi yang diberikan oleh anggota komunitas sepeda motor mempengaruhi minat untuk melakukan pembelian di <i>Coffee Starbuck</i> Malang. |           |          |          |           |            |

| <b>III. Minat beli ulang di <i>Coffee Starbuck</i> Malang (Y)</b> |   |           |          |          |           |            |
|---|---|-----------|----------|----------|-----------|------------|
| <b>NO</b>   | <b>Pernyataan</b>   | <b>SS</b> | <b>S</b> | <b>N</b> | <b>TS</b> | <b>STS</b> |
| 1.  | Saudara memiliki kecenderungan untuk membeli ulang produk/menu yang ditawarkan pada <i>Coffee Starbuck</i> Malang |           |          |          |           |            |
| 2.  | Saudara memiliki kesediaan untuk merekomendasikan produk menu yang ditawarkan pada <i>Coffee Starbuck</i>         |           |          |          |           |            |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
|    | Malang kepada orang lain   |  |  |  |  |  |
| 3. | Saudara menjadikan produk yang ditawarkan pada <i>Coffee Starbuck</i> Malang menjadi pilihan utama.                                      |  |  |  |  |  |
| 4. | Saudara memiliki keinginan untuk mencari informasi sebanyak-banyaknya mengenai produk yang ditawarkan pada <i>Coffee Starbuck</i> Malang |  |  |  |  |  |



### SKOR JAWABAN RESPONDEN

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 1   | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 4    | 3    | 14 |
| 2   | 4    | 3    | 4    | 4    | 4    | 4    | 23 | 3    | 4    | 4    | 4    | 15 | 5    | 4    | 3    | 4    | 16 |
| 3   | 4    | 4    | 5    | 5    | 5    | 4    | 27 | 4    | 5    | 5    | 4    | 18 | 5    | 5    | 4    | 4    | 18 |
| 4   | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 3    | 15 |
| 5   | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 |
| 6   | 3    | 3    | 4    | 3    | 2    | 3    | 18 | 3    | 4    | 3    | 3    | 13 | 3    | 4    | 3    | 4    | 14 |
| 7   | 4    | 4    | 4    | 4    | 3    | 4    | 23 | 4    | 4    | 4    | 3    | 15 | 4    | 4    | 4    | 4    | 16 |
| 8   | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 5    | 4    | 4    | 17 |
| 9   | 3    | 3    | 4    | 3    | 4    | 3    | 20 | 3    | 4    | 3    | 4    | 14 | 4    | 3    | 3    | 3    | 13 |
| 10  | 4    | 3    | 4    | 4    | 4    | 4    | 23 | 3    | 4    | 4    | 4    | 15 | 3    | 4    | 3    | 4    | 14 |
| 11  | 4    | 4    | 3    | 4    | 5    | 4    | 24 | 4    | 3    | 4    | 4    | 15 | 4    | 4    | 4    | 3    | 15 |
| 12  | 4    | 3    | 3    | 4    | 3    | 4    | 21 | 3    | 3    | 4    | 3    | 13 | 4    | 5    | 3    | 4    | 16 |
| 13  | 5    | 4    | 5    | 5    | 5    | 5    | 29 | 4    | 5    | 5    | 4    | 18 | 5    | 5    | 4    | 5    | 19 |
| 14  | 3    | 4    | 3    | 4    | 3    | 3    | 20 | 4    | 3    | 4    | 3    | 14 | 5    | 4    | 3    | 4    | 16 |
| 15  | 3    | 3    | 4    | 4    | 4    | 3    | 21 | 3    | 4    | 4    | 4    | 15 | 4    | 4    | 4    | 3    | 15 |
| 16  | 4    | 3    | 3    | 4    | 5    | 4    | 23 | 3    | 3    | 4    | 5    | 15 | 4    | 4    | 3    | 4    | 15 |
| 17  | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 |
| 18  | 4    | 5    | 5    | 4    | 5    | 4    | 27 | 5    | 5    | 4    | 4    | 18 | 5    | 5    | 5    | 4    | 19 |
| 19  | 3    | 4    | 3    | 3    | 4    | 3    | 20 | 4    | 3    | 3    | 4    | 14 | 4    | 3    | 4    | 3    | 14 |
| 20  | 4    | 5    | 4    | 4    | 4    | 4    | 25 | 5    | 4    | 4    | 4    | 17 | 4    | 3    | 4    | 4    | 15 |
| 21  | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 |
| 22  | 3    | 3    | 3    | 3    | 4    | 3    | 19 | 3    | 4    | 3    | 4    | 14 | 3    | 4    | 3    | 3    | 13 |
| 23  | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 4    | 4    | 15 |
| 24  | 3    | 3    | 4    | 4    | 3    | 3    | 20 | 3    | 4    | 4    | 3    | 14 | 4    | 4    | 3    | 3    | 14 |
| 25  | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 3    | 4    | 4    | 15 |
| 26  | 3    | 3    | 4    | 4    | 4    | 3    | 21 | 3    | 4    | 4    | 4    | 15 | 4    | 4    | 3    | 4    | 15 |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 27  | 4    | 4    | 5    | 4    | 4    | 4    | 25 | 4    | 5    | 4    | 4    | 17 | 4    | 4    | 4    | 3    | 15 |
| 28  | 4    | 4    | 4    | 4    | 5    | 4    | 25 | 4    | 5    | 4    | 5    | 18 | 5    | 5    | 4    | 4    | 18 |
| 29  | 3    | 3    | 4    | 4    | 3    | 3    | 20 | 3    | 3    | 4    | 3    | 13 | 3    | 3    | 3    | 4    | 13 |
| 30  | 4    | 3    | 3    | 5    | 4    | 4    | 23 | 3    | 3    | 5    | 4    | 15 | 4    | 4    | 4    | 4    | 16 |
| 31  | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 3    | 4    | 5    | 5    | 17 | 3    | 3    | 4    | 5    | 15 |
| 32  | 4    | 3    | 4    | 4    | 4    | 3    | 22 | 5    | 4    | 3    | 4    | 16 | 4    | 4    | 4    | 3    | 15 |
| 33  | 3    | 3    | 3    | 2    | 4    | 3    | 18 | 4    | 3    | 3    | 3    | 13 | 4    | 4    | 3    | 3    | 14 |
| 34  | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 5    | 3    | 15 |
| 35  | 4    | 3    | 4    | 3    | 4    | 3    | 21 | 4    | 4    | 2    | 4    | 14 | 4    | 4    | 4    | 5    | 17 |
| 36  | 3    | 3    | 4    | 4    | 4    | 5    | 23 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 3    | 3    | 13 |
| 37  | 4    | 3    | 4    | 4    | 3    | 4    | 22 | 2    | 4    | 4    | 4    | 14 | 4    | 3    | 4    | 4    | 15 |
| 38  | 4    | 4    | 4    | 4    | 4    | 5    | 25 | 4    | 5    | 4    | 4    | 17 | 4    | 4    | 3    | 4    | 15 |
| 39  | 3    | 3    | 4    | 3    | 4    | 3    | 20 | 4    | 4    | 3    | 3    | 14 | 3    | 3    | 3    | 3    | 12 |
| 40  | 4    | 3    | 3    | 3    | 4    | 4    | 21 | 3    | 4    | 3    | 4    | 14 | 4    | 4    | 3    | 3    | 14 |
| 41  | 3    | 4    | 3    | 4    | 3    | 4    | 21 | 4    | 4    | 4    | 3    | 15 | 4    | 4    | 4    | 3    | 15 |
| 42  | 4    | 3    | 3    | 2    | 3    | 4    | 19 | 4    | 4    | 3    | 3    | 14 | 3    | 4    | 3    | 3    | 13 |
| 43  | 3    | 4    | 3    | 3    | 4    | 4    | 21 | 4    | 4    | 4    | 5    | 17 | 4    | 4    | 4    | 3    | 15 |
| 44  | 3    | 4    | 3    | 4    | 3    | 3    | 20 | 5    | 4    | 3    | 2    | 14 | 3    | 3    | 3    | 4    | 13 |
| 45  | 3    | 3    | 4    | 4    | 4    | 4    | 22 | 4    | 4    | 4    | 3    | 15 | 4    | 4    | 4    | 3    | 15 |
| 46  | 4    | 3    | 3    | 4    | 5    | 4    | 23 | 4    | 4    | 3    | 4    | 15 | 3    | 3    | 3    | 3    | 12 |
| 47  | 4    | 4    | 3    | 4    | 4    | 4    | 23 | 4    | 3    | 4    | 4    | 15 | 4    | 4    | 4    | 4    | 16 |
| 48  | 4    | 3    | 4    | 3    | 4    | 3    | 21 | 5    | 4    | 3    | 3    | 15 | 3    | 4    | 3    | 3    | 13 |
| 49  | 3    | 4    | 3    | 4    | 4    | 4    | 22 | 4    | 5    | 4    | 3    | 16 | 4    | 4    | 4    | 3    | 15 |
| 50  | 4    | 5    | 4    | 2    | 4    | 4    | 23 | 4    | 3    | 4    | 4    | 15 | 3    | 4    | 3    | 4    | 14 |
| 51  | 4    | 3    | 4    | 4    | 4    | 4    | 23 | 4    | 3    | 4    | 3    | 14 | 3    | 3    | 3    | 5    | 14 |
| 52  | 3    | 3    | 4    | 3    | 4    | 3    | 20 | 3    | 4    | 3    | 3    | 13 | 3    | 4    | 4    | 3    | 14 |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 53  | 4    | 4    | 4    | 4    | 4    | 3    | 23 | 3    | 4    | 4    | 4    | 15 | 4    | 3    | 3    | 3    | 13 |
| 54  | 3    | 3    | 4    | 4    | 3    | 4    | 21 | 4    | 4    | 3    | 3    | 14 | 4    | 4    | 3    | 4    | 15 |
| 55  | 2    | 4    | 4    | 4    | 4    | 3    | 21 | 4    | 3    | 3    | 4    | 14 | 3    | 4    | 4    | 4    | 15 |
| 56  | 3    | 3    | 4    | 5    | 4    | 4    | 23 | 4    | 4    | 3    | 4    | 15 | 4    | 3    | 4    | 4    | 15 |
| 57  | 4    | 4    | 5    | 4    | 4    | 3    | 24 | 4    | 4    | 4    | 3    | 15 | 3    | 4    | 3    | 3    | 13 |
| 58  | 4    | 3    | 4    | 4    | 3    | 4    | 22 | 4    | 4    | 3    | 4    | 15 | 3    | 4    | 3    | 3    | 13 |
| 59  | 3    | 3    | 4    | 4    | 3    | 3    | 20 | 3    | 3    | 3    | 4    | 13 | 3    | 3    | 4    | 4    | 14 |
| 60  | 4    | 3    | 3    | 5    | 4    | 4    | 23 | 4    | 4    | 4    | 4    | 16 | 3    | 3    | 3    | 3    | 12 |
| 61  | 4    | 3    | 4    | 3    | 3    | 4    | 21 | 4    | 3    | 3    | 3    | 13 | 4    | 4    | 4    | 4    | 16 |
| 62  | 3    | 4    | 4    | 4    | 3    | 4    | 22 | 4    | 4    | 4    | 3    | 15 | 3    | 4    | 4    | 3    | 14 |
| 63  | 2    | 3    | 3    | 3    | 3    | 4    | 18 | 3    | 3    | 4    | 3    | 13 | 5    | 4    | 3    | 3    | 15 |
| 64  | 3    | 4    | 4    | 2    | 4    | 5    | 22 | 3    | 5    | 3    | 3    | 14 | 4    | 3    | 3    | 4    | 14 |
| 65  | 4    | 3    | 4    | 3    | 4    | 4    | 22 | 3    | 4    | 4    | 3    | 14 | 4    | 3    | 5    | 4    | 16 |
| 66  | 3    | 4    | 4    | 4    | 2    | 4    | 21 | 4    | 4    | 4    | 3    | 15 | 4    | 3    | 4    | 3    | 14 |
| 67  | 4    | 3    | 3    | 4    | 4    | 4    | 22 | 3    | 2    | 5    | 5    | 15 | 4    | 4    | 3    | 4    | 15 |
| 68  | 3    | 3    | 4    | 4    | 4    | 4    | 22 | 4    | 3    | 4    | 4    | 15 | 4    | 4    | 4    | 3    | 15 |
| 69  | 5    | 4    | 4    | 3    | 4    | 4    | 24 | 4    | 5    | 3    | 4    | 16 | 3    | 5    | 3    | 4    | 15 |
| 70  | 4    | 3    | 5    | 4    | 3    | 3    | 22 | 3    | 4    | 3    | 3    | 13 | 4    | 4    | 4    | 4    | 16 |
| 71  | 4    | 4    | 5    | 4    | 5    | 4    | 26 | 5    | 4    | 5    | 4    | 18 | 3    | 3    | 3    | 4    | 13 |
| 72  | 4    | 3    | 4    | 4    | 3    | 4    | 22 | 3    | 4    | 4    | 3    | 14 | 3    | 3    | 4    | 3    | 13 |
| 73  | 3    | 4    | 3    | 4    | 3    | 3    | 20 | 3    | 3    | 3    | 4    | 13 | 3    | 4    | 3    | 4    | 14 |
| 74  | 4    | 3    | 3    | 4    | 4    | 4    | 22 | 3    | 4    | 4    | 3    | 14 | 3    | 3    | 4    | 3    | 13 |
| 75  | 4    | 5    | 4    | 5    | 5    | 4    | 27 | 4    | 5    | 3    | 4    | 16 | 3    | 3    | 3    | 4    | 13 |
| 76  | 4    | 3    | 4    | 3    | 3    | 3    | 20 | 4    | 4    | 3    | 3    | 14 | 3    | 4    | 4    | 5    | 16 |
| 77  | 3    | 4    | 4    | 4    | 4    | 3    | 22 | 3    | 4    | 3    | 4    | 14 | 4    | 3    | 3    | 5    | 15 |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 78  | 4    | 4    | 3    | 4    | 3    | 3    | 21 | 3    | 5    | 3    | 3    | 14 | 4    | 4    | 3    | 4    | 15 |
| 79  | 4    | 5    | 3    | 5    | 4    | 4    | 25 | 4    | 4    | 4    | 5    | 17 | 4    | 3    | 4    | 4    | 15 |
| 80  | 3    | 3    | 4    | 3    | 3    | 4    | 20 | 4    | 3    | 4    | 3    | 14 | 3    | 4    | 5    | 5    | 17 |
| 81  | 4    | 4    | 5    | 4    | 4    | 3    | 24 | 4    | 3    | 4    | 4    | 15 | 3    | 4    | 4    | 3    | 14 |
| 82  | 4    | 4    | 4    | 3    | 3    | 4    | 22 | 4    | 4    | 4    | 4    | 16 | 4    | 3    | 3    | 4    | 14 |
| 83  | 4    | 4    | 3    | 3    | 3    | 4    | 21 | 5    | 3    | 3    | 5    | 16 | 3    | 4    | 4    | 3    | 14 |
| 84  | 4    | 3    | 4    | 4    | 4    | 3    | 22 | 4    | 3    | 3    | 4    | 14 | 3    | 3    | 4    | 4    | 14 |
| 85  | 3    | 4    | 4    | 4    | 3    | 3    | 21 | 3    | 3    | 5    | 3    | 14 | 4    | 4    | 4    | 4    | 16 |
| 86  | 4    | 4    | 2    | 4    | 4    | 3    | 21 | 4    | 4    | 4    | 4    | 16 | 5    | 3    | 4    | 3    | 15 |
| 87  | 3    | 4    | 4    | 4    | 4    | 3    | 22 | 4    | 3    | 4    | 3    | 14 | 4    | 4    | 4    | 4    | 16 |
| 88  | 4    | 4    | 4    | 3    | 4    | 4    | 23 | 4    | 4    | 3    | 4    | 15 | 4    | 4    | 3    | 3    | 14 |
| 89  | 3    | 3    | 4    | 3    | 3    | 4    | 20 | 3    | 4    | 3    | 4    | 14 | 4    | 3    | 3    | 4    | 14 |
| 90  | 4    | 4    | 4    | 5    | 4    | 3    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 |
| 91  | 4    | 4    | 5    | 3    | 4    | 3    | 23 | 3    | 4    | 4    | 4    | 15 | 3    | 4    | 4    | 5    | 16 |
| 92  | 4    | 5    | 4    | 4    | 4    | 3    | 24 | 4    | 5    | 5    | 3    | 17 | 4    | 4    | 3    | 4    | 15 |
| 93  | 4    | 4    | 4    | 3    | 4    | 4    | 23 | 5    | 4    | 3    | 4    | 16 | 5    | 4    | 4    | 4    | 17 |
| 94  | 4    | 4    | 4    | 4    | 5    | 4    | 25 | 4    | 4    | 4    | 5    | 17 | 3    | 4    | 3    | 5    | 15 |
| 95  | 3    | 4    | 3    | 3    | 4    | 3    | 20 | 4    | 3    | 3    | 3    | 13 | 4    | 4    | 4    | 4    | 16 |
| 96  | 4    | 3    | 4    | 3    | 4    | 4    | 22 | 3    | 4    | 4    | 4    | 15 | 4    | 5    | 4    | 3    | 16 |
| 97  | 4    | 3    | 3    | 3    | 3    | 3    | 19 | 3    | 4    | 3    | 3    | 13 | 4    | 4    | 4    | 4    | 16 |
| 98  | 2    | 3    | 4    | 4    | 4    | 4    | 21 | 4    | 5    | 2    | 4    | 15 | 4    | 3    | 4    | 3    | 14 |
| 99  | 4    | 4    | 4    | 4    | 4    | 5    | 25 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 4    | 4    | 15 |
| 100 | 4    | 4    | 3    | 4    | 3    | 4    | 22 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 3    | 4    | 15 |
| 101 | 3    | 3    | 4    | 3    | 4    | 4    | 21 | 3    | 3    | 3    | 4    | 13 | 4    | 3    | 3    | 4    | 14 |
| 102 | 4    | 4    | 4    | 3    | 4    | 3    | 22 | 3    | 3    | 3    | 4    | 13 | 4    | 4    | 4    | 4    | 16 |



| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 103 | 3    | 4    | 3    | 4    | 5    | 4    | 23 | 4    | 3    | 3    | 5    | 15 | 4    | 3    | 5    | 5    | 17 |
| 104 | 4    | 4    | 4    | 3    | 4    | 4    | 23 | 4    | 4    | 3    | 4    | 15 | 4    | 4    | 4    | 4    | 16 |
| 105 | 4    | 3    | 4    | 4    | 4    | 3    | 22 | 3    | 3    | 3    | 4    | 13 | 4    | 4    | 4    | 4    | 16 |
| 106 | 4    | 5    | 5    | 4    | 4    | 4    | 26 | 4    | 5    | 5    | 4    | 18 | 2    | 4    | 5    | 5    | 16 |
| 107 | 4    | 4    | 4    | 3    | 4    | 3    | 22 | 4    | 5    | 4    | 4    | 17 | 3    | 4    | 2    | 5    | 14 |
| 108 | 3    | 4    | 3    | 4    | 4    | 4    | 22 | 4    | 4    | 3    | 4    | 15 | 5    | 4    | 4    | 5    | 18 |
| 109 | 4    | 4    | 4    | 4    | 4    | 3    | 23 | 5    | 5    | 3    | 3    | 16 | 4    | 3    | 3    | 3    | 13 |
| 110 | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 5    | 3    | 3    | 15 | 4    | 3    | 3    | 3    | 13 |
| 111 | 3    | 4    | 3    | 3    | 3    | 4    | 20 | 3    | 4    | 4    | 3    | 14 | 3    | 4    | 5    | 5    | 17 |
| 112 | 4    | 4    | 4    | 4    | 4    | 3    | 23 | 5    | 4    | 4    | 3    | 16 | 3    | 3    | 5    | 4    | 15 |
| 113 | 3    | 4    | 4    | 4    | 5    | 4    | 24 | 4    | 5    | 4    | 3    | 16 | 5    | 5    | 4    | 4    | 18 |
| 114 | 2    | 3    | 4    | 4    | 4    | 4    | 21 | 4    | 3    | 4    | 3    | 14 | 4    | 4    | 4    | 3    | 15 |
| 115 | 5    | 4    | 2    | 4    | 4    | 3    | 22 | 3    | 4    | 4    | 5    | 16 | 4    | 4    | 5    | 5    | 18 |
| 116 | 4    | 4    | 3    | 4    | 4    | 4    | 23 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 4    | 16 |
| 117 | 3    | 3    | 4    | 3    | 4    | 3    | 20 | 4    | 4    | 4    | 4    | 16 | 3    | 5    | 4    | 3    | 15 |
| 118 | 4    | 5    | 4    | 4    | 2    | 4    | 23 | 3    | 3    | 4    | 3    | 13 | 4    | 2    | 3    | 2    | 11 |
| 119 | 4    | 3    | 3    | 4    | 4    | 4    | 22 | 4    | 4    | 2    | 4    | 14 | 5    | 3    | 4    | 4    | 16 |
| 120 | 4    | 4    | 3    | 4    | 4    | 4    | 23 | 4    | 4    | 4    | 2    | 14 | 4    | 5    | 3    | 3    | 15 |
| 121 | 3    | 4    | 5    | 5    | 4    | 4    | 25 | 4    | 5    | 4    | 4    | 17 | 4    | 4    | 5    | 4    | 17 |
| 122 | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 5    | 5    | 3    | 3    | 16 |
| 123 | 4    | 3    | 3    | 4    | 3    | 3    | 20 | 4    | 3    | 4    | 3    | 14 | 4    | 3    | 3    | 3    | 13 |
| 124 | 4    | 4    | 3    | 3    | 4    | 3    | 21 | 4    | 5    | 3    | 3    | 15 | 4    | 4    | 3    | 4    | 15 |
| 125 | 4    | 3    | 3    | 3    | 4    | 4    | 21 | 4    | 3    | 4    | 3    | 14 | 3    | 4    | 4    | 3    | 14 |
| 126 | 3    | 4    | 3    | 4    | 4    | 4    | 22 | 4    | 4    | 4    | 3    | 15 | 4    | 4    | 3    | 3    | 14 |
| 127 | 4    | 5    | 5    | 4    | 5    | 4    | 27 | 4    | 4    | 5    | 5    | 18 | 4    | 4    | 3    | 4    | 15 |
| 128 | 5    | 4    | 3    | 3    | 3    | 4    | 22 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 5    | 4    | 16 |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 129 | 3    | 4    | 3    | 3    | 4    | 4    | 21 | 3    | 4    | 4    | 3    | 14 | 3    | 3    | 4    | 3    | 13 |
| 130 | 4    | 3    | 4    | 4    | 4    | 4    | 23 | 4    | 5    | 4    | 3    | 16 | 4    | 5    | 5    | 4    | 18 |
| 131 | 4    | 4    | 3    | 3    | 4    | 4    | 22 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 5    | 5    | 17 |
| 132 | 4    | 4    | 4    | 3    | 4    | 4    | 23 | 3    | 4    | 5    | 4    | 16 | 4    | 4    | 3    | 3    | 14 |
| 133 | 4    | 4    | 4    | 3    | 4    | 3    | 22 | 4    | 4    | 4    | 3    | 15 | 4    | 4    | 4    | 3    | 15 |
| 134 | 4    | 3    | 4    | 4    | 3    | 3    | 21 | 3    | 3    | 3    | 4    | 13 | 4    | 3    | 5    | 4    | 16 |
| 135 | 4    | 4    | 4    | 4    | 4    | 4    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 5    | 5    | 4    | 18 |
| 136 | 3    | 3    | 4    | 3    | 4    | 3    | 20 | 3    | 3    | 4    | 4    | 14 | 5    | 4    | 4    | 4    | 17 |
| 137 | 4    | 5    | 4    | 4    | 4    | 4    | 25 | 3    | 4    | 4    | 5    | 16 | 4    | 4    | 4    | 5    | 17 |
| 138 | 4    | 4    | 5    | 4    | 4    | 4    | 25 | 4    | 4    | 4    | 4    | 16 | 4    | 3    | 3    | 3    | 13 |
| 139 | 3    | 4    | 2    | 4    | 3    | 3    | 19 | 4    | 4    | 3    | 3    | 14 | 5    | 3    | 3    | 3    | 14 |
| 140 | 4    | 3    | 3    | 3    | 4    | 4    | 21 | 4    | 4    | 3    | 3    | 14 | 4    | 4    | 4    | 4    | 16 |
| 141 | 4    | 4    | 4    | 4    | 3    | 4    | 23 | 4    | 3    | 4    | 4    | 15 | 4    | 4    | 3    | 3    | 14 |
| 142 | 3    | 4    | 3    | 3    | 4    | 3    | 20 | 3    | 4    | 4    | 3    | 14 | 5    | 4    | 3    | 4    | 16 |
| 143 | 4    | 4    | 4    | 4    | 3    | 4    | 23 | 3    | 4    | 5    | 4    | 16 | 4    | 4    | 4    | 4    | 16 |
| 144 | 4    | 3    | 3    | 3    | 4    | 3    | 20 | 4    | 4    | 3    | 3    | 14 | 4    | 3    | 3    | 4    | 14 |
| 145 | 3    | 4    | 4    | 4    | 3    | 3    | 21 | 3    | 4    | 4    | 3    | 14 | 3    | 4    | 4    | 5    | 16 |
| 146 | 4    | 3    | 3    | 4    | 3    | 3    | 20 | 4    | 4    | 3    | 4    | 15 | 5    | 4    | 4    | 3    | 16 |
| 147 | 4    | 4    | 4    | 3    | 3    | 4    | 22 | 3    | 5    | 3    | 3    | 14 | 5    | 3    | 3    | 4    | 15 |
| 148 | 3    | 3    | 4    | 3    | 4    | 3    | 20 | 4    | 3    | 3    | 3    | 13 | 5    | 4    | 4    | 3    | 16 |
| 149 | 3    | 4    | 3    | 4    | 3    | 3    | 20 | 4    | 3    | 3    | 3    | 13 | 4    | 4    | 4    | 3    | 15 |
| 150 | 4    | 3    | 3    | 4    | 3    | 4    | 21 | 3    | 4    | 3    | 4    | 14 | 3    | 4    | 4    | 4    | 15 |
| 151 | 4    | 3    | 4    | 4    | 3    | 4    | 22 | 4    | 3    | 3    | 3    | 13 | 3    | 3    | 3    | 4    | 13 |
| 152 | 3    | 3    | 4    | 3    | 3    | 4    | 20 | 3    | 4    | 2    | 3    | 12 | 3    | 4    | 4    | 4    | 15 |
| 153 | 4    | 2    | 4    | 3    | 2    | 4    | 19 | 3    | 3    | 4    | 3    | 13 | 3    | 4    | 4    | 4    | 15 |
| 154 | 3    | 4    | 5    | 3    | 4    | 5    | 24 | 4    | 3    | 3    | 4    | 14 | 4    | 4    | 3    | 3    | 14 |

| No. | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 | X2.1 | X2.2 | X2.3 | X2.4 | X2 | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y  |
|-----|------|------|------|------|------|------|----|------|------|------|------|----|------|------|------|------|----|
| 155 | 3    | 3    | 3    | 2    | 4    | 3    | 18 | 3    | 3    | 3    | 3    | 12 | 4    | 4    | 4    | 4    | 16 |
| 156 | 4    | 4    | 4    | 3    | 4    | 5    | 24 | 4    | 4    | 4    | 4    | 16 | 4    | 4    | 4    | 3    | 15 |
| 157 | 4    | 3    | 4    | 4    | 3    | 4    | 22 | 3    | 3    | 4    | 4    | 14 | 3    | 4    | 4    | 4    | 15 |
| 158 | 4    | 4    | 3    | 3    | 4    | 3    | 21 | 3    | 3    | 4    | 5    | 15 | 5    | 3    | 3    | 4    | 15 |
| 159 | 4    | 3    | 3    | 4    | 3    | 3    | 20 | 4    | 4    | 3    | 4    | 15 | 4    | 4    | 4    | 3    | 15 |
| 160 | 4    | 4    | 4    | 3    | 4    | 5    | 24 | 3    | 4    | 4    | 3    | 14 | 3    | 4    | 5    | 4    | 16 |
| 161 | 4    | 4    | 4    | 3    | 4    | 3    | 22 | 4    | 4    | 3    | 4    | 15 | 3    | 3    | 4    | 3    | 13 |
| 162 | 4    | 4    | 4    | 4    | 3    | 4    | 23 | 4    | 3    | 4    | 4    | 15 | 3    | 4    | 4    | 5    | 16 |
| 163 | 4    | 3    | 3    | 4    | 3    | 3    | 20 | 5    | 3    | 5    | 3    | 16 | 3    | 5    | 3    | 4    | 15 |
| 164 | 3    | 3    | 4    | 3    | 3    | 3    | 19 | 4    | 3    | 3    | 3    | 13 | 4    | 4    | 4    | 4    | 16 |
| 165 | 3    | 3    | 4    | 4    | 4    | 3    | 21 | 3    | 5    | 4    | 4    | 16 | 5    | 3    | 3    | 3    | 14 |
| 166 | 4    | 4    | 4    | 4    | 3    | 4    | 23 | 4    | 4    | 3    | 4    | 15 | 4    | 4    | 4    | 4    | 16 |
| 167 | 4    | 3    | 5    | 3    | 4    | 3    | 22 | 4    | 4    | 4    | 4    | 16 | 3    | 3    | 4    | 4    | 14 |
| 168 | 4    | 5    | 4    | 4    | 4    | 5    | 26 | 4    | 4    | 5    | 5    | 18 | 4    | 4    | 4    | 4    | 16 |
| 169 | 3    | 4    | 3    | 4    | 3    | 4    | 21 | 3    | 4    | 4    | 4    | 15 | 4    | 3    | 3    | 4    | 14 |
| 170 | 4    | 3    | 3    | 3    | 4    | 4    | 21 | 4    | 3    | 5    | 4    | 16 | 4    | 4    | 4    | 3    | 15 |
| 171 | 4    | 4    | 4    | 4    | 4    | 3    | 23 | 4    | 4    | 4    | 4    | 16 | 3    | 4    | 4    | 4    | 15 |
| 172 | 4    | 5    | 4    | 4    | 3    | 4    | 24 | 4    | 4    | 3    | 3    | 14 | 3    | 4    | 3    | 3    | 13 |
| 173 | 4    | 4    | 4    | 5    | 5    | 4    | 26 | 4    | 4    | 5    | 4    | 17 | 4    | 3    | 4    | 3    | 14 |
| 174 | 3    | 4    | 4    | 3    | 3    | 4    | 21 | 4    | 4    | 4    | 3    | 15 | 5    | 4    | 4    | 4    | 17 |
| 175 | 4    | 4    | 3    | 3    | 4    | 4    | 22 | 4    | 4    | 3    | 3    | 14 | 3    | 4    | 3    | 4    | 14 |

## Frequency Table

**X1.1**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 9         | 30.0    | 30.0          | 30.0               |
| 4     | 20        | 66.7    | 66.7          | 96.7               |
| 5     | 1         | 3.3     | 3.3           | 100.0              |
| Total | 30        | 100.0   | 100.0         |                    |

**X1.2**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 12        | 40.0    | 40.0          | 40.0               |
| 4     | 16        | 53.3    | 53.3          | 93.3               |
| 5     | 2         | 6.7     | 6.7           | 100.0              |
| Total | 30        | 100.0   | 100.0         |                    |

**X1.3**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 7         | 23.3    | 23.3          | 23.3               |
| 4     | 19        | 63.3    | 63.3          | 86.7               |
| 5     | 4         | 13.3    | 13.3          | 100.0              |
| Total | 30        | 100.0   | 100.0         |                    |

**X1.4**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 3     | 4         | 13.3    | 13.3          | 13.3               |
| 4     | 23        | 76.7    | 76.7          | 90.0               |
| 5     | 3         | 10.0    | 10.0          | 100.0              |
| Total | 30        | 100.0   | 100.0         |                    |

**X1.5**

|       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 2     | 1         | 3.3     | 3.3           | 3.3                |
| 3     | 5         | 16.7    | 16.7          | 20.0               |
| 4     | 18        | 60.0    | 60.0          | 80.0               |
| 5     | 6         | 20.0    | 20.0          | 100.0              |
| Total | 30        | 100.0   | 100.0         |                    |

**X1.6**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 9         | 30.0    | 30.0          | 30.0               |
| 4       | 20        | 66.7    | 66.7          | 96.7               |
| Valid 5 | 1         | 3.3     | 3.3           | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**X2.1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 12        | 40.0    | 40.0          | 40.0               |
| 4       | 16        | 53.3    | 53.3          | 93.3               |
| Valid 5 | 2         | 6.7     | 6.7           | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**X2.2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 7         | 23.3    | 23.3          | 23.3               |
| 4       | 18        | 60.0    | 60.0          | 83.3               |
| Valid 5 | 5         | 16.7    | 16.7          | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**X2.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 4         | 13.3    | 13.3          | 13.3               |
| 4       | 23        | 76.7    | 76.7          | 90.0               |
| Valid 5 | 3         | 10.0    | 10.0          | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**X2.4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 3       | 6         | 20.0    | 20.0          | 20.0               |
| 4       | 22        | 73.3    | 73.3          | 93.3               |
| Valid 5 | 2         | 6.7     | 6.7           | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**Y1.1**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 6         | 20.0    | 20.0          | 20.0               |
| 4       | 18        | 60.0    | 60.0          | 80.0               |
| 5       | 6         | 20.0    | 20.0          | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**Y1.2**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 5         | 16.7    | 16.7          | 16.7               |
| 4       | 19        | 63.3    | 63.3          | 80.0               |
| 5       | 6         | 20.0    | 20.0          | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**Y1.3**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 11        | 36.7    | 36.7          | 36.7               |
| 4       | 18        | 60.0    | 60.0          | 96.7               |
| 5       | 1         | 3.3     | 3.3           | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

**Y1.4**

|         | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| Valid 3 | 9         | 30.0    | 30.0          | 30.0               |
| 4       | 20        | 66.7    | 66.7          | 96.7               |
| 5       | 1         | 3.3     | 3.3           | 100.0              |
| Total   | 30        | 100.0   | 100.0         |                    |

## Hasil Uji Validitas

**Correlations**

|                     |                     | X1.1    | X1.2   | X1.3   | X1.4   | X1.5   | X1.6    | Atribut Produk (X1) |
|---------------------|---------------------|---------|--------|--------|--------|--------|---------|---------------------|
| X1.1                | Pearson Correlation | 1       | .473** | .349   | .639** | .528** | 1.000** | .880**              |
|                     | Sig. (2-tailed)     |         | .008   | .059   | .000   | .003   | .000    | .000                |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |
| X1.2                | Pearson Correlation | .473**  | 1      | .374*  | .193   | .369*  | .473**  | .664**              |
|                     | Sig. (2-tailed)     | .008    |        | .042   | .306   | .045   | .008    | .000                |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |
| X1.3                | Pearson Correlation | .349    | .374*  | 1      | .336   | .229   | .349    | .601**              |
|                     | Sig. (2-tailed)     | .059    | .042   |        | .070   | .223   | .059    | .000                |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |
| X1.4                | Pearson Correlation | .639**  | .193   | .336   | 1      | .388*  | .639**  | .692**              |
|                     | Sig. (2-tailed)     | .000    | .306   | .070   |        | .034   | .000    | .000                |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |
| X1.5                | Pearson Correlation | .528**  | .369*  | .229   | .388*  | 1      | .528**  | .718**              |
|                     | Sig. (2-tailed)     | .003    | .045   | .223   | .034   |        | .003    | .000                |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |
| X1.6                | Pearson Correlation | 1.000** | .473** | .349   | .639** | .528** | 1       | .880**              |
|                     | Sig. (2-tailed)     | .000    | .008   | .059   | .000   | .003   |         | .000                |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |
| Atribut Produk (X1) | Pearson Correlation | .880**  | .664** | .601** | .692** | .718** | .880**  | 1                   |
|                     | Sig. (2-tailed)     | .000    | .000   | .000   | .000   | .000   | .000    |                     |
|                     | N                   | 30      | 30     | 30     | 30     | 30     | 30      | 30                  |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**Correlations**

|      |                     | X2.1  | X2.2  | X2.3 | X2.4 | Referensi Komunitas Motor (X2) |
|------|---------------------|-------|-------|------|------|--------------------------------|
| X2.1 | Pearson Correlation | 1     | .385* | .193 | .187 | .705**                         |
|      | Sig. (2-tailed)     |       | .036  | .306 | .323 | .000                           |
|      | N                   | 30    | 30    | 30   | 30   | 30                             |
| X2.2 | Pearson Correlation | .385* | 1     | .213 | .290 | .761**                         |
|      | Sig. (2-tailed)     | .036  |       | .259 | .120 | .000                           |
|      | N                   | 30    | 30    | 30   | 30   | 30                             |
| X2.3 | Pearson Correlation | .193  | .213  | 1    | .120 | .544**                         |
|      | Sig. (2-tailed)     | .306  | .259  |      | .527 | .002                           |
|      | N                   | 30    | 30    | 30   | 30   | 30                             |
| X2.4 | Pearson Correlation | .187  | .290  | .120 | 1    | .585**                         |
|      |                     |       |       |      |      |                                |

|                     |                     |        |        |        |        |      |
|---------------------|---------------------|--------|--------|--------|--------|------|
|                     | Sig. (2-tailed)     | .323   | .120   | .527   |        | .001 |
|                     | N                   | 30     | 30     | 30     | 30     | 30   |
| Referensi Komunitas | Pearson Correlation | .705** | .761** | .544** | .585** | 1    |
| Motor (X2)          | Sig. (2-tailed)     | .000   | .000   | .002   | .001   |      |
|                     | N                   | 30     | 30     | 30     | 30     | 30   |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

#### Correlations

|  |                     | Y1.1   | Y1.2   | Y1.3   | Y1.4   | Minat beli ulang di Coffee Starbuck Malang (Y) |
|--|---------------------|--------|--------|--------|--------|--|
| Y1.1   | Pearson Correlation | 1      | .436*  | .294   | .309   | .775**   |
|  | Sig. (2-tailed)     |        | .016   | .115   | .097   | .000   |
|  | N                   | 30     | 30     | 30     | 30     | 30   |
| Y1.2   | Pearson Correlation | .436*  | 1      | .239   | .352   | .760**   |
|  | Sig. (2-tailed)     | .016   |        | .203   | .057   | .000   |
|  | N                   | 30     | 30     | 30     | 30     | 30   |
| Y1.3   | Pearson Correlation | .294   | .239   | 1      | .040   | .568**   |
|  | Sig. (2-tailed)     | .115   | .203   |        | .832   | .001   |
|  | N                   | 30     | 30     | 30     | 30     | 30   |
| Y1.4   | Pearson Correlation | .309   | .352   | .040   | 1      | .602**   |
|  | Sig. (2-tailed)     | .097   | .057   | .832   |        | .000   |
|  | N                   | 30     | 30     | 30     | 30     | 30   |
| Minat beli ulang di Coffee Starbuck Malang (Y) | Pearson Correlation | .775** | .760** | .568** | .602** | 1  |
|  | Sig. (2-tailed)     | .000   | .000   | .001   | .000   |  |
|  | N                   | 30     | 30     | 30     | 30     | 30   |

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).





## Reliability

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .783             | 7          |

**Item Statistics**

|                     | Mean  | Std. Deviation | N  |
|---------------------|-------|----------------|----|
| X1.1                | 3.73  | .521           | 30 |
| X1.2                | 3.67  | .606           | 30 |
| X1.3                | 3.90  | .607           | 30 |
| X1.4                | 3.97  | .490           | 30 |
| X1.5                | 3.97  | .718           | 30 |
| X1.6                | 3.73  | .521           | 30 |
| Atribut Produk (X1) | 22.97 | 2.539          | 30 |

**Item-Total Statistics**

|                     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1                | 42.20                      | 21.407                         | .853                             | .740                             |
| X1.2                | 42.27                      | 22.064                         | .589                             | .759                             |
| X1.3                | 42.03                      | 22.447                         | .516                             | .766                             |
| X1.4                | 41.97                      | 22.585                         | .636                             | .762                             |
| X1.5                | 41.97                      | 21.068                         | .638                             | .746                             |
| X1.6                | 42.20                      | 21.407                         | .853                             | .740                             |
| Atribut Produk (X1) | 22.97                      | 6.447                          | 1.000                            | .821                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 45.93 | 25.789   | 5.078          | 7          |

## Reliability

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .755             | 5          |

**Item Statistics**

|                                | Mean  | Std. Deviation | N  |
|--------------------------------|-------|----------------|----|
| X2.1                           | 3.67  | .606           | 30 |
| X2.2                           | 3.93  | .640           | 30 |
| X2.3                           | 3.97  | .490           | 30 |
| X2.4                           | 3.87  | .507           | 30 |
| Referensi Komunitas Motor (X2) | 15.43 | 1.478          | 30 |

**Item-Total Statistics**

|                                | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1                           | 27.20                      | 6.579                          | .576                             | .707                             |
| X2.2                           | 26.93                      | 6.271                          | .643                             | .685                             |
| X2.3                           | 26.90                      | 7.403                          | .411                             | .754                             |
| X2.4                           | 27.00                      | 7.241                          | .455                             | .744                             |
| Referensi Komunitas Motor (X2) | 15.43                      | 2.185                          | 1.000                            | .555                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 30.87 | 8.740    | 2.956          | 5          |

## Reliability

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .769             | 5          |

**Item Statistics**

|  | Mean  | Std. Deviation | N  |
|--|-------|----------------|----|
| Y1.1   | 4.00  | .643           | 30 |
| Y1.2   | 4.03  | .615           | 30 |
| Y1.3   | 3.67  | .547           | 30 |
| Y1.4   | 3.73  | .521           | 30 |
| Minat beli ulang di Coffee Starbuck Malang (Y) | 15.43 | 1.591          | 30 |

**Item-Total Statistics**

|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation |
|--|----------------------------|--------------------------------|----------------------------------|
| Y1.1   | 26.87                      | 7.361                          | .672                             |
| Y1.2   | 26.83                      | 7.523                          | .658                             |
| Y1.3   | 27.20                      | 8.441                          | .434                             |
| Y1.4   | 27.13                      | 8.395                          | .481                             |
| Minat beli ulang di Coffee Starbuck Malang (Y) | 15.43                      | 2.530                          | 1.000                            |

**Item-Total Statistics**

|  | Cronbach's Alpha if Item Deleted |
|--|----------------------------------|
| Y1.1   | .703                             |
| Y1.2   | .711                             |
| Y1.3   | .766                             |
| Y1.4   | .758                             |
| Minat beli ulang di Coffee Starbuck Malang (Y) | .615                             |

**Scale Statistics**

| Mean  | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 30.87 | 10.120   | 3.181          | 5          |